

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 14908 051121Z

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ACTION EA-09

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FM AMEMBASSY TOKYO
TO USDOC USTS
INFO SECSTATE WASHDC 2718

UNCLAS TOKYO 14908

E.O. 11652: N/A

TAGS: ETRD

SUBJECT: REVISED ADVERTISING PRESENTATION SCHEDULE

JW-7-13. YOUR WALL-6-593-APD MOST DIFFICULT TO UNDERSTAND.
HOWEVER, WE ASSUME THE FOLLOWING: (1) THAT MIYAZAKI OF Y&R/TOKYO
MUST TRAVEL TO FRANKFURT FOR ONLY A ONE AND ONE-HALF HOUR SCHEDULED
MEETING ON OCT 21. (2) THAT HE WILL NOT HAVE THE BENEFIT OF AN
EXCHANGE OF IDEAS TOGETHER WITH ALL THE REPRESENTATIVES OF THE
EUROPEAN ADVERTISING AGENCIES AND THEREFORE (3) NOT BE ABLE TO
OBSERVE THEIR PRESENTATIONS. WE, THEREFORE, STRONGLY QUESTION
THAT HIS TRAVELLING ALL THAT DISTANCE TO PRESENT OUR FY77 ADVERTISING
CAMPAIGN, WHICH HAS ALREADY BEGUN TO RUN AND HAS ALREADY BEEN
APPROVED, MAKES LIMITED SENSE IN TERMS OF TRAVEL EXPENDITURES AS
WELL AS THE SEEMINGLY LIMITED BENEFITS THAT WOULD ACCRUE TO
USTS/Y&R, TOKYO AND TO HEADQUARTERS PARTICIPANTS. HOWEVER, WE
REALIZE THERE MAY BE ADDITIONAL HEADQUARTER'S PRIORITIES THAT
REQUIRE MIYAZAKI'S ATTENDANCE. MAY WE PLEASE HAVE IMMEDIATE
CLARIFICATION. THANK YOU.
HODGSON

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Subject: REVISED ADVERTISING PRESENTATION SCHEDULE JW-7-13. YOUR WALL-6-593-APD MOST DIFFICULT TO UNDERSTAND. HOWEVER, WE ASSUME THE FOLLOWING: (1) THAT MIYA ZAK
TAGS: ETRD, OTRA, JA
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